

REQUEST FOR CITY ACTION - PLAN COMMISSION

(Submit two copies to the Planning Department, Room 608 or City Clerk's Office, Room 106, City Hall)

Date: January 6, 2014

Petitioner(s): Jim Frayn, P.E., Manhard Consulting Ltd.

Phone Number: 630-925-1206

Address: 900 Woodlands Parkway

City: Vernon Hills

State: IL

Zip Code: 60061

Property Owner: On Broadway Inc.

Phone Number: 920.437.2531

Parcel Numbers (required): 5-1756 and 5-1757

Location of Property: Northeast Corner of North Broadway and Kellogg Streets

Attach maps and legal descriptions (required).

To: Honorable Mayor and Common Council, c/o City Clerk

I, Jim Frayn, respectfully request that the City of Green Bay take the following action:

Attach Zoning Petition Form with first three items.

☐ Rezone Property (\$300.00 Review Fee)

☐ Conditional Use and CUP Amendment, including Single Lot Duplexes (\$300.00 Review Fee)

☐ PUD and PUD Amendments (\$350.00 Review Fee)

☐ Approve Preliminary City/Extraterritorial Subdivision Plat (\$150.00 plus \$35.00 per Lot/Outlot Review Fee)

☐ Approve Preliminary City/Extraterritorial Certified Survey Map (\$150.00 Review Fee)

☐ Approve Final City/Extraterritorial Subdivision Plat (\$100.00 Review Fee)

☐ Grant a City/Extraterritorial Subdivision/CSM Variance (\$150.00 Review Fee)

☐ Grant a Postponement of Development Fees (\$100.00 Review Fee) [Review by I&S and/or Park Committees]

☐ Development District Map Amendment (\$200.00 Administration Fee)

☐ Official Map/Area Development Plan Amendment (\$200.00 Administration Fee)

☐ Plat of Right-of-Way (\$200.00 Administration Fee)


☐ Discontinue a Public Utility Easement (\$200.00 Administration Fee)

☐ Street Name Change (\$200.00 Administration Fee)

☐ Declare City Property "City Surplus" (\$200.00 Administration Fee)

☐ Vacate a Street/Alley/Pedestrian Way (\$200.00 Administration Fee)

☒ Other (\$200.00 Administration Fee): Comprehensive Plan Amendment

Petitioner Signature(s): 

Review Fee: _____

Receipt No.: _____

Zoning Petition No.: _____

Briefly describe action desired, noting the property affected and all other pertinent information.

Attach maps and legal descriptions (required).

Amend the land use designation of the property under the Comprehensive Plan from industrial to commercial to align the land use designation with the

Larsen Green Planned Unit Development zoning on the Property.

Please contact the Planning Department in Room 608, City Hall, (920) 448-3400, if you have any questions.

COMPREHENSIVE PLAN AMENDMENT

Northeast Corner of North Broadway and Kellogg Streets

Property Description.

The Property consists of approximately 15.5 acres located at the northeast corner of North Broadway and Kellogg Streets, City of Green Bay, Wisconsin, known as 420 and 520 North Broadway, more particularly described as: Lots 17 and 18 of LARSEN GREEN, part of Lot 1 of Volume 53, Certified Survey Maps, page 31, Map #7693, Doc. #2324842, Brown County Records, said Map being located in part of a certain tract formerly known as the Fort Howard Military Reserve, now known as the Railroad Grant, part of Lots 13, 14, 15, 16 and 44, and all of Lots 17, 18, 19, 20, 21, 22, 43, 45, 46, 47, and 48, "Dousman Addition", and part of the Vacated Pearl Street and a 14 foot public alley, part of the Dousman Claim, all being located in the City of Green Bay, Brown County, Wisconsin; Tax Key Nos. 5-1756 and 5-1757 (the "Property").

Existing Green Bay Smart Growth 2022 Comprehensive Plan.

The Green Bay Smart Growth 2022 Comprehensive Plan calls out Green Bay's downtown as a major regional employment center, which includes unique entertainment and cultural venues, as well as the center for various governmental facilities. Pages 4-17 and 4-18 of that Plan identify downtown challenges, including very little housing, very little life after 6 p.m., large buildings with blank walls and few windows or doors interspersed by parking lots, greatly diminished retail function due to competition from fringe sites that offer vast amounts of free parking, and a failing 1970s shopping mall. The Land Use Map at Figure 18-1 of the Plan designates the Property as "General Industry." The Land Use Map also designates lands to the north as industrial and lands to the south and east as "Downtown." Economic Development Objective 4 on Page 26-3 of the Plan advocates supporting economic revitalization of downtown by encouraging diverse economic activity, including retail use.

Proposed Green Bay Smart Growth 2022 Comprehensive Plan.

Walmart proposes only to change the land use designation of the Property. The land use designation of lands to the north, south, east and west of the Property, including the lands identified in the Plan as the heart of downtown, will remain unchanged. Accommodation of commercial development at the Property, while preserving other aspects of the Plan, meets many of the challenges outlined above and promotes overall development of downtown consistent with the Plan's downtown vision.

Specifically, commercial development on the Property delivers needed services for major employers and their employees, visitors to entertainment and cultural venues and government workers and constituents. Commercial development on the Property provides requisite services for the downtown's growing housing market and fosters activation on nights and weekends. Commercial development can be accomplished with architecturally interesting and well-articulated facades, as well as landscaping and fencing to enhance parking areas. While

converting the entire downtown area exclusively into a series of retail trade or service businesses could frustrate the objectives of the Plan, converting only the Property to such commercial use furthers the Plan's objectives, adding a successful retail component as one of the several diverse economic activities intended for downtown. A commercial land use designation at the Property also provides a sensible transition between existing small shop retail uses and proposed Titletown Brewery expansion to the south and the recently-constructed New Community Shelter to the north.

Existing Downtown Design Plan.

Relevant provisions from the existing Downtown Design Plan (1997), which was incorporated into the Smart Growth 2022 Comprehensive Plan by reference, are noted below:

"Along Broadway, north of Kellogg to Mather...the importance of a pedestrian-oriented environment is less critical. Mixed-use development should retain some pedestrian qualities, such as zero setbacks, but access and parking may be more flexibly developed. Parking can be located at the back and the sides of structures, allowing for more flexibility in the types of businesses that may wish to locate along these sections of Broadway. Commercial activities should focus upon serving the adjacent areas that are industrial and/or residential in character, thus supporting nearby residents and employees." Page 26, 1st full paragraph.

"Accommodate businesses and services that may require larger parcels and have overall lower densities...New businesses that provide general services and products in support of the adjacent neighborhood, villages and districts should be encouraged to infill the area. These businesses would be oriented toward automobile patronage." Page 31, 1st and 3rd paragraphs.

Proposed Downtown Design Plan.

Along Broadway, north of Kellogg to Mather, the importance of a pedestrian-oriented environment is less critical. The development should retain some pedestrian qualities, but access and parking should be flexibly developed. Parking can be located along all sides of structures, allowing for more flexibility in the types of businesses that may wish to locate, provided that buildings along Broadway maintain an urban edge. Commercial activities should focus upon serving the adjacent areas that are industrial and/or residential in character, thus supporting nearby residents and employees.

Accommodate businesses and services that may require larger parcels and have overall lower densities. New businesses that provide general services and products in support of the adjacent neighborhood, villages and districts should be encouraged to infill the area. These businesses would be oriented toward automobile patronage.

On the east side of Broadway, north of Kellogg to Mather, the focus should be on retail development to serve downtown residents, employees and visitors. The development should include businesses that provide a wide-variety of goods and services, including groceries, pharmaceuticals, home care supplies, appliances/electronics, etc., to increase the availability of commercial and retail services to the surrounding neighborhoods and entire downtown population.

Proposed Comprehensive Plan Map Amendment.

The proposed amendment to the Green Bay Smart Growth 2022 Comprehensive Plan Land Use Map, changing the land use designation for the Property from "General Industry" to "Commercial," is attached.